

WILL BREAK THE RECORD.

Today at 8 O'clock We will Offer for Sale
SEVEN STOCKS OF DRY GOODS.

These stocks came into our hands as the result of cleaning up our old wholesale business. Last year we opened a store at Des Moines, Iowa, for the purpose of disposing of such retail stocks as came into our possession. The marvellous growth of our present business compelled us to close this store. This, therefore

STOCK NUMBER. 1.

It is well assorted with new goods bought for this season's business. Recently 6 other stocks were taken in settlement of accounts. Out of consideration for those who were obliged to succumb to the pressure of the financial distress which crowded so many to the wall, we will abstain from mentioning the names of former owners of these stocks.

Stock No. 2, from Carroll, Iowa.

Stock No. 3, from Avoca, Iowa.

Stock No. 4, from Columbus, Neb.

Stock No. 5, from Nebraska City, Neb.

Stock No. 6, from Wisner, Neb.

Stock No. 7, from Dodge, Neb.

Our ailes will be filled to overflowing with these goods, but no portion will be mixed with our regular stock. Should there be a residue it will be sold in bulk after the sale, in our wholesale departments. As might be expected a considerable quantity of this merchandise is soiled, mused and shopworn.

We will make prices in keeping with the condition of the goods. YOU WILL NOT BE DISAPPOINTED.

Center Aisle—

will contain Kid Gloves, almost every size at 19 cents per pair—these we cannot guarantee or fit—

Silk Gloves and Mitts, colors and blacks, at 10 cents per pair—

Embroideries at 1 cent and an enormous lot at 3 cents per yard—

Dress stays—10 cents per dozen—

Gilt Hair Pins—2 cents per box, once 10 cents—

Buckles for Belts—10 cents each—sold up to 50 cents—

Hose Supporters—5 cents pair—the elastic is useless—kept too long—we can supply you with new and they are easily made over—

Belt Pins—2 for 5 cents. Chatelaine Bags—25 cents—some of these were old and quaint, were sold from \$1 up—

Brook's Cotton—6 cord, 200 yards, 2 spools for 5 cents—

Garter Elastic—2 cents per yard—not much sold nowadays—this price we think will move it—

Laces—without end—more than any ordinary house could sell in 12 months—we want the room—we want to turn them into money—we don't want the goods—

Description Useless—5c, 10c, 15c, 20c. All colors and every conceivable make—

Veilings—5 cents and 10 cents—not the newest in style perhaps—but very, very low in price—

Ribbons—Satin edge Gros Grain, 2 cents—

Nos. 7 and 9 excellent quality, 4 1/2 cents—

A mixed lot at 6 1/2 cents—sold at more than double—

Moire Sash Ribbon—once 89 cents—now 25 cents—A lot of fancies at 10 cents.

Dress Goods Aisle—

All the colored and black Dress Goods from these stocks in four great lots—

At 10 cents—goods that sold from 25c to 50c—

At 19 cents—goods that sold from 35c to 60c—

At 29 cents—goods that sold from 50c to 75c—

At 39 cents—goods that sold from 60c to \$1.25—

Some of the black goods were redyed—and look bad enough—we will call your attention to this when you buy—the prices will be irresistible—

Not many silks—what there is goes in four lots—

10 cents—25 cents—35 cents and 50 cents—

Look thro' these lots when passing—if you find nothing to suit; you cannot help but admit their remarkable cheapness

These are nearly all short lengths and must be sold just as they are—A few blacks wonderfully cheap—note please—

Peau de Soire—85 cents—worth \$1.50—

Satin Duchess, 27 inch—95 cents—worth \$1.50—

Black Taffeta—59 cents—worth 95c—

Gros Grain—85 cents—worth \$1.25—

Royal Armour—95 cents—worth \$1.50—

24-inch Surah—65 cents—worth \$1.00—

Satin Duchess—\$1.29—worth \$1.75.

Linen and Wash Goods Aisle—

Chuck full of purse openers—for instance—all the organdies, lawns and other wash goods, sold in the different stores at from 12 1/2 to 25 cents—all at one price—6 1/4c.

All the yard wide bleached cotton, fair quality too—3 1/2 cents—

All the Indigo Prints from these stocks at 3 1/2 cents—

All the staple ginghams at 4 cents—

Men's Fine White Laundered Shirts—

Some quite badly soiled at 50 cents each—

These—mark you—are such well known brands as "United," "Gold and Silver," Garland, Sovereign, etc.—You can afford to pay for relaundering we think—

An Endless Collection of Ties at 5c and 15c—

Turkoman Silk Ties, have sold at 35c everywhere—12 1/2c each—Gentlemen—these are nobby and all perfect—

Balbriggan Underwear—all sizes shirts and drawers—19c each—were retailed at 39c and not bad value then.

At 25 cents—the biggest value in Balbriggan Underwear we ever saw—

Amalgamating the stocks gives us a full line of sizes—these will go quickly—

Suspenders at 15c and 25c—just half what the former owners got for them—

Sweaters—all colors—sold in these stocks at \$1.25 each—WE never sold a better one for \$1.00—these will go at 75c each—

Ladies' Underwear and Hosiery in odd lots at very odd prices—won't have help enough here—

Bed Spreads 59c—were \$1.00—

5-8 Silver Bleached Napkins—55c dozen—

3-4 Bleached Napkins—about 100 dozen of these all linen—\$1.45 per dozen—not simply GOOD value, but absurdly low.

69 inch Silver Bleached Damask—39c per yard—

Extra heavy pure linen twilled Crash—8 1/2c—Staple goods—were 12 1/2c—

Absolutely fast Turkey Red Damask—19c—marked in these stocks from 30c to 40c—

8-10 Pure Linen Cloths at 75c each—

Take the Elevator—

Revel in the bargains from the 7 stocks spread 2d floor—

Shirt Waists at 25 cents, 49c, 75c, 98c—

We have held some great Waist sales—past values will be forgotten when you see these—many not a third of former prices—

Wrappers—at 49 cents and 79 cents—

You will no longer "Stitch, stitch, stitch, till the eyes grow heavy and dim"—won't pay—

Cotton Suits—Cloth effects at \$1.25 for the complete suit—not trashy but tasty and attractive—

Skirts for warm weather—We know not where they came from—black and white neat checks at 59 cents—

White Duck at 98 cents—we could have sold a carload early at \$1.50.

In Upholstery Department—

All the odd Nottingham Lace Curtains—48 pair—All the odd curtains from the different stocks sold at \$1.50 each—now 50 cents—

Those that sold from \$2.00 to \$4.00 each—now \$1.00—

Not very many in this lot—

Silkalines at 9 cents per yard—not the usual reduction you will say—these, however, are new goods,

Bordered Scrim—value 15 cents—now 8 1/2c—

18x18 Wilton Carpet Mats—sold up to 75c each—were much too high—all right though at 19c each—

45-inch Brass Extension Rods—10c—

A lot of Odd Fringes at 5c per yard—

New Millinery Department—

When on the second floor you will be attracted by our new millinery department—

Misses Kahl & Johnson have just opened with us—They ask us to mention a sale of sailor hats—prices they say are in keeping with the prices made throughout our store for this sale—

\$1.00 Sailors at 50 cents each—

1.50 Sailors at 75 cents each—

2.00 Sailors at \$1.00 each—

2.50 Sailors at \$1.25 each—

4.00 Sailors at \$2.00 each—

5.00 Sailors at \$2.50 each—

Make your own prices on Trimmed Hats—

Please note sale opens at 8 prompt. You can trade with greater comfort early. First comers will have the advantage.

Thomas Keeney
1505-7 Douglas Street.